

License Plate Auction Group

February, 25, 2013

START-UP BUDGET (Projection)

Project Manager	75,000
Public Relations Firm	40,000
Graphic Design Services	15,000
Website Design	38,000
Programming	22,000
Printing	6,500
Advertising (creative/media)	60,000
Copywriting Services	8,000
Legal Services	7,500
Accounting & Banking Fees	10,000
All other Admin	<u>18,000</u>
 TOTAL	 300,000

Pre-Vendor Work for Proj Mgr

Draft RFI
 Announce/promote RFI to solicit proposals
 Evaluate proposals and negotiate
 Select Action Vendor
 Assemble Contract

Post-Vendor Work for Proj Mgr

Manage Auction Vendor
 Either conduct design/marketing or transfer budget and responsibility to Vendor
 Manage financials/resources/Reporting
 Evolve Auction Strategy
 Report to LPAG Committee and Legislature
 Interface with DOR, Motor Vehicle and State Patrol
 Engage with Disability Community and Distribute Proceeds